

CLAIMS

What is Claimed is:

1. In an enterprise strategy management system, a strategy formulation engine comprising:
5 a top layer including a definition of a strategic direction;
a bottom layer including a plurality of strategy platform requirements; and
at least one intermediate layer integrating the strategic direction and the strategy platform requirements.
2. The strategy formulation engine of Claim 1 wherein the strategic direction includes a vision statement and a target date.
3. The strategy formulation engine of Claim 1 wherein each strategy enabler includes a definition of future requirements that are necessary for the strategy enabler to assist in achieving the strategic direction.
4. The strategy formulation engine of Claim 1 wherein the strategy platform requirements may be directly transformed into implementation activities.
- 20 5. The strategy formulation engine of Claim 1 wherein the at least one intermediate layer includes a plurality of strategy platforms.
6. The strategy formulation engine of Claim 5 wherein each of the strategy platforms includes at least one of the strategy platform requirements.

7. The strategy formulation engine of Claim 6 wherein each of the strategy platforms includes at least one value creation opportunity.

8. The strategy formulation engine of Claim 1 further comprising a business model/phase evolution layer.

9. The strategy formulation engine of Claim 1 further comprising a strategy platform integration layer.

10. An enterprise strategy management system comprising:

a first software module adapted to formulate a multi-layered strategy description based on an assessment of environmental data;

a second software module adapted to align the multi-layered strategy description with available enterprise resources and deploy strategy implementation responsibilities; and

a third software module adapted to measure the performance of the strategy and identify opportunities to optimize future strategic performance.

11. The enterprise strategy management system of Claim 10 wherein the first, second and third software modules are adapted to implement a continuous strategy management cycle.

12. The enterprise strategy management system of Claim 10 wherein environmental data includes performance measures and identified opportunities generated by the third software module.

13. The enterprise strategy management system of Claim 11 wherein the software modules are adapted for execution in any order.

14. The enterprise strategy management system of Claim 10 wherein the first software module is a STRATEGY FORMULATION module.

15. The enterprise strategy management system of Claim 10 wherein the second software module is a STRATEGY ALIGNMENT module.

16. The enterprise strategy management system of Claim 10 wherein the third software module is a STRATEGY IMPLEMENTATION module.

17. The enterprise strategy management system of Claim 10 wherein the first software module is further adapted to analyze strategic alternatives and determine a final strategy decision.

18. A computer-implemented method for enterprise strategy management comprising the steps of:

formulating a multi-layered strategy description with integrated implementation requirements;

aligning the multi-layered strategy with available enterprise resources;

implementing the strategy in accordance with the alignment; and

identifying new strategic opportunities;

wherein the steps of formulating, aligning, implementing and identifying are repeated to form a continuous strategy management cycle.

19. The computer-implemented method of Claim 18 wherein the steps may be executed in any order.

20. The computer-implemented method of Claim 18 wherein the layers of the multi-layered strategy description may be completed in any order.

21. In an enterprise strategy management system, a method for aiming the enterprise
5 towards a long-term strategic goal comprising the steps of:

assessing the internal and external environment;

formulating strategic alternatives based on the environmental assessment, each strategic
alternative having a unique multi-layered strategy description;

comparing the formulated strategic alternatives;

determining a final strategy description; and

approving a final strategy solution.

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